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ACCUTRON SPONSORS CELEBRITY SKI CLASSIC;
SUPPORTS U.S. OLYMPIC SKI TEAM

New York, March 11, 2005 – To mark its growing presence in the world of competitive ski racing, Accutron capped off 2004 as the official timepiece sponsor for the Merrill Lynch Celebrity Ski Classic, held on Sunday, December 5, 2004 at the Deer Valley Resort in Park City, Utah.

Featuring a glittering roster of Olympians and celebrities, the event pitted four teams, each headed by two of the legendary athletes, in a three-round slalom competition. Olympian participants included Billy Kidd, Hilary Lindh, Phil Mahre, Steve Mahre, Tommy Moe, Diann Roffe, Jim Shea, Eva Twardokens, Stephanie Victor, Heidi Voelker and Donna Weinbrecht. Among the celebrities were Accutron spokesperson and former astronaut Buzz Aldrin, Catherine Bell (*JAG*), Carlos Bernard (*24*), Judge Joe Brown, singer/songwriter Daniel Cage, David Chokachi (*Witchblade*, *Baywatch*), George Gray (*ESPN's I'll Do Anything*, *The Weakest Link*), Hill Harper (*CSI: New York*, *The Handler*), Dennis Haskins (*Saved by the Bell*), Sandra Hess (*Pensacola: Wings of Gold*, *Mortal Combat*), Kenny Johnson (*The Shield*), Joe Pantoliano (*Dr. Vegas*, *The Handler*, *The Sopranos*), Scott Patterson (*Gilmore Girls*), Keri Lynn Pratt (*Jack & Bobby*), Kevin Sorbo (*Andromeda*, *Hercules*), Michael Trucco (*Pensacola: Wings of Gold*, *CSI*), Gary Valentine (*King of Queens*), and ABC News anchor Bob Woodruff. The event was aired by CBS on December 12.

Skiers Steve Mahre and Voelker led the winning team of Bernard, Gray, Hess, Patterson and Pratt.

In a gala fundraising kickoff, the event was preceded by a dinner and auction held the previous evening, Saturday, December 4. An annual feature of the Celebrity Ski Classic, the auction benefits the U.S. Ski & Snowboard Foundation, including the U.S. Olympic Ski Team. This year, close to $50,000 was raised to help support Team U.S.A. as it prepares for the 2006 Winter Olympics in Torino, Italy. With no government funding, the U.S. Ski Team is supported solely by voluntary contributions from individuals, corporations and foundations.

The highest bid this year went to the "Buzz Aldrin Lunar Package," originally consisting of special memorabilia from Dr. Aldrin, who, as one of three astronauts on Apollo 11, the first lunar landing, became the second man to walk on the Moon. To heighten the excitement, Aldrin added his own prototype of Accutron's innovative new Eagle Pilot's Watch, honoring his role as pilot of the original "Eagle" lunar module with a commemorative caseback engraved with his signature. Encouraged by actor Dennis Haskins, Aldrin took this unique watch off his wrist so that audience members could pass it around for closer viewing. With Aldrin adding an invitation to be a spectator at a N.A.S.A. space launch, this extraordinary offering went for a winning bid of $6,500. Also up for auction were a five-night all-inclusive package at Mexico's Paradisus Riviera, Cancún, and on-set visits during filming to *CSI: New York* and *24*.

Known for its precision sports accuracy, Accutron has been playing an increasingly important role as a sponsor of high-intensity sporting events, most notably freestyle skiing and snowboarding, but also triathlon and x-treme sports. In stores now, the Accutron Eagle Pilot's Watch, with its unique dual-hand flyback chronograph, is available in both stainless steel bracelet and strap versions.